UAB
Universitat Autònoma de Barcelona

2018/2019

Digital Content Management

Code: 103097
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

Contact

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Use of languages

Principal working language: english (eng)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Prerequisites

Students must be solvent in the use of platforms for publishing content on the Internet.

All classes are taught in English which is also the vehicular language of the seminars and student presentations. For this reason, a good level of English (read, spoken and written) is essential.

Objectives and Contextualisation

Acquire basic and current knowledge in the disciplines adjacent to the creation of digital content: design, usability, publication, web analytics, traffic acquisition i search engines (SEO) and social networks and business generation.

Acquire greater knowledge of the technological aspects linked to the publication and dissemination of digital content.

Develop a greater digital culture in theory and in practice.

Start in the use of web analytics, SEO and SMO tools, as well as in the advanced functionalities of professional Content Managament Systems

Skills

- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning outcomes

1. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
2. Appraise the social impacts of technological mediation in modern communication.
3. Demonstrate ethical awareness and empathy with the entourage.
4. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
5. Disseminate the areas knowledge and innovations.
6. Establish links between communicative knowledge and social, human and technological sciences in the process of implementing strategies and communication policies.
7. Generate innovative and competitive ideas in research and professional practice.
8. Respect the diversity and plurality of ideas, people and situations.
9. Rigorously apply scientific thinking.

Content

1. Contents and Digital Culture.

2. Publishing technologies. From HTML to CMS.

3. Design, usability and Information Architecture.

4. Web Analytics.

5. Traffic Acquisition.

5.1 Search Engine (Search Engine Optimization)

5.2 Social platforms (Social Media Optimization)

6. Digital content and business models.

The content of the subject will be sensitive to aspects related to gender perspective.

Methodology

Directed activities

a) Lectures: explanation of the theoretical and practical concepts.
b) Seminars: group work and / or follow-up activities.

Supervised activities

a) Individual or group mentoring.

Autonomous activities

a) Study: reading and synthesis of historical, scientific and informative texts.
b) Management of a digital publication.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			

Classes	34	1.36	1, 4, 6, 7, 8, 2	
Seminars	17	0.68	3, 7, 8	
Type: Supervised				
Mentoring	9	0.36	9, 3, 7, 8	
Type: Autonomous				
Managing a digital magazine	50	2	3, 5, 7, 8	
Studying	40	1.6	1, 9, 4, 6, 2	

Evaluation

The evaluation will be based on 3 axes: theory exam, seminars and the practice of managing a digital publication.

The theoretical exam will take place the last session and the presentation of the practical exercise the penultimate session.

In addition to these two dates, different seminars will be held the date of which the first day of class will be fixed.

Students will be able to review the corrections of seminars the week after the evaluation is delivered, and those of the theory exam, the next two weeks.

Students who fail the theory exams with a minimum score of 3 out of 10 are entitled to re-evaluation, which will be of a new test.

Students who do not take the exam and / or do not submit the practical exercise will be considered non-evaluable.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Practical Exercise	50%	0	0	9, 3, 4, 5, 7, 8
Seminars	10%	0	0	1, 4, 6, 8, 2
Tests	40%	0	0	1, 9, 4, 6, 2

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